



WDIV

ORDER

Print Date 10/23/12

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Flight Dates **10/23/12-11/01/12**

Contract / Revision **262808 /** **HARD WORKING AMRCNS**

Original Date / Revision Agency Com 15%

10/23/12 10/23/12 Billing Contact

Advertiser **ISS/Hard Working American**
7669 Stagers Loop
Deleware, OH 43015

Agency **Strategic Media Placement**

Buying Contact

7669 Stagers Loop
Deleware, OH 43015

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **3028**

Alt Order # **06390256**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PA-Republican,

Priority P-2

Advertiser Ref

Primary Account Executive
 Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 196500

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$100,810.00	\$118,600.00	0.00	10/01/12	10/28/12	24	\$100,810.00	\$118,600.00
November 2012	15	\$66,215.00	\$77,900.00	0.00	10/29/12	11/01/12	15	\$66,215.00	\$77,900.00
Totals	39	\$167,025.00	\$196,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WDIV	10/23/12	10/26/12	6-7am Local 4 News M-TH	CM	6A-630A	- 1111 - -	:30	4	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
				Local 4 News Today @ 6/		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -		4				\$2,200.00		0.00			
2	WDIV	10/29/12	11/01/12	6-7am Local 4 News M-TH	CM	6A-630A	1111 - - -	:30	4	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
				Local 4 News Today @ 6/		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111 - - -		4				\$2,200.00		0.00			
3	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News	CM	6-7am	- - - - - 1 -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Sat 6-8am/Local 4 News		(6:00 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - 1 -		1				\$1,800.00		0.00			
4	WDIV	10/28/12	10/28/12	Sun 6-730am Loc News	CM	Sun 6-7am	- - - - - 1	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
				Sun News 6-730am		(6:00 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - 1		1				\$1,100.00		0.00			



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Contract / Revision **262808** Flight Dates **10/23/12-11/01/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **ISS/Hard Working America** Product **HARD WORKING AMRCNS** Estimate # **3028**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
5	WDIV	10/28/12	10/28/12	Sun 9-10am Today Show Sun Today Show 9-10A	CM	9A-10A	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$3,000.00		0.00			
6	WDIV	10/23/12	10/25/12	6-630pm Local 4 News M-F Local 4 News 6-630p	CM	6P-630P	-111---	:30	3	\$5,500.00	P-2	0.00	NM	3	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-111---					3	\$5,500.00		0.00			
7	WDIV	10/29/12	10/31/12	6-630pm Local 4 News M-F Local 4 News 6-630p	CM	6P-630P	1-1----	:30	2	\$5,500.00	P-2	0.00	NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1----					2	\$5,500.00		0.00			
8	WDIV	10/23/12	10/26/12	630-7p NBC Nightly News NBC Nightly News	CM	630-7p	-1111--	:30	4	\$5,000.00	P-2	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--					4	\$5,000.00		0.00			
9	WDIV	10/29/12	11/01/12	630-7p NBC Nightly News NBC Nightly News	CM	630-7p	1111---	:30	4	\$5,000.00	P-2	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111---					4	\$5,000.00		0.00			
10	WDIV	10/28/12	10/28/12	Sun 6-7p Local News Sun 6-7pm Local News	CM	6-7p	-----1	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$2,800.00		0.00			
11	WDIV	10/23/12	10/26/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	-11-1--	:30	3	\$7,000.00	P-2	0.00	NM	3	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11-1--					3	\$7,000.00		0.00			
12	WDIV	10/29/12	10/31/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	1-1----	:30	2	\$7,000.00	P-2	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1----					2	\$7,000.00		0.00			
13	WDIV	10/23/12	10/26/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	-1111--	:30	4	\$7,800.00	P-2	0.00	NM	4	\$31,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--					4	\$7,800.00		0.00			
14	WDIV	10/29/12	10/30/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	11-----	:30	2	\$7,800.00	P-2	0.00	NM	2	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11-----					2	\$7,800.00		0.00			
15	WDIV	10/31/12	10/31/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	--1----	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$8,500.00		0.00			
16	WDIV	10/27/12	10/27/12	Sat Local 4 News @ 11p Sat 11-1130P Late News	CM	11-1130P	-----1-	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$6,500.00		0.00			
17	WDIV	10/28/12	10/28/12	Sun News after FB Sun LN after FB	CM	Sun LN after FB	-----1	:30	1	\$5,900.00	P-2	0.00	NM	1	\$5,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$5,900.00		0.00			



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Advertiser **ISS/Hard Working America** Product **HARD WORKING AMRCNS** Estimate # **3028**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
17	WDIV	10/28/12	10/28/12	Sun News after FB Sun LN after FB	CM	Sun LN after FB	-----1	:30	1	\$5,900.00	P-2	0.00	NM	1	\$5,900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12		10/22/12	10/28/12	-----1	1		\$5,900.00		0.00							
														Totals	39	\$196,500.00